

Consumer Awareness Towards Social Media

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ABSTRACT

Customer is the key to make any business successful; hence, it is essential to understand the behaviour of customers towards the advertisements shown in social media. The aim of this study is to examine the awareness level of consumers about the advertisements shown on social media through an online survey method by using questionnaire as an instrument to collect data from the consumer. The results indicated that respondents find social media as a good medium for advertising. It is also a useful tool for the organizations to reach out to their target consumers. Majority of the respondents said that they like to gain information about various products and also patronize different products and services that they notice through advertisements shown on social media. Positive reviews from customers aids the organizations to increase their brand value, and attract new customers for the growth of their business.

Keywords: Social media, Advertising, Consumer awareness, Digital marketing.

INTRODUCTION

The development of technology has played a significant role in the lives of people by making their work easier and faster. At present, internet has emerged to be a common need for the people. The internet provides us information on any of the topic of our interest, helps us to connect with people, send and receive messages throughout the world in seconds, organize meetings, attend conferences, study and acquire knowledge in a virtual platform from the ease of our homes. The growth of internet has increased the use of social media which helps us to interact with our closed ones as well as various organizations. Social media is a platform where all types of people can connect with one another to share their ideas, thoughts, views and information about the subject of their interest. Some of the popular social media sites include Facebook, Instagram, YouTube, LinkedIn, Twitter which offers the users to share, interact and communicate with each other based on the content generated by them. It was also found that social networking and messenger apps are the most used apps, with the users spending about half of their internet time in the social and communicating platforms. Social media has become an integral part in the lives of people because it is involved with the public in almost every aspect of their lives. Social media is a powerful and efficient tool which provides a cost-effective and interactive platform for everyone to share products, services and information regarding business, commercial activities, politics, education, news, events according to the choice of the user. The increasing involvement of social media in the lives of people has prompted the marketing professionals and organizations to utilize these platforms to advertise their products, increase brand awareness and attract the customers by building a relationship between the organization and the consumer.

Advertisements make people to identify their needs, gain knowledge about the various products and services available in the market which helps them to choose the products and services according to their comfort and preference. The development of social media has made the customers more powerful than the marketing professionals and has made the organisations to change their traditional methods of advertising. Traditional media like newspaper, radio, television is one-way communication medium for consumers but is not considered to be as effective as social media because the marketing professionals cannot connect with their consumers directly even after paying for advertising through traditional media. Hence, the cost effective and interactive platform offered by social media has gained a lot of popularity and are preferred by both the advertisers as well as the consumers for exchanging information as compared to traditional media. Social media has changed the present-day marketing method, nowadays customers utilize social media to research on the products before purchasing. Reference reported that around 70% of the users sign into the social media sites before acquiring

any product or service to explore information and experiences of other customers about the product and services. Customers now do not depend only on the information provided by the marketing professionals and organizations. They value and trust the opinion of other customers more than the information provided by the organisations. Social media has given them a platform to connect and find out the experiences, reviews and thoughts of other customers as well to know the credibility of the products. The value and buying decision of a product now mainly depends on the reviews and experiences of other customers

Customer is the key to make any business successful and profitable. Therefore, it is very much essential to keep the customers happy by providing them with the best service and give respect to the comments, views and suggestions provided by them. The ideas and recommendations given by the customers will not only help the organizations to grow and serve their customers in a better way but will also attract new consumers, as positive responses from users in these social media platforms increases the visibility of the products and services among the users. Advertising through social media is effective in taking the business to the next level within a short time frame. Hence, there is a need to invest in an efficient social media advertising strategy for doing business.

1.2 Review of literature:

Hafez (2021) social media marketing efficiently fosters communications between customers and marketers, besides enabling activities that enhance brand awareness. For that reason, SMM remains to be considered as a new marketing strategy, but how it impacts intentions is limited. But, to date, a lot of research on SMM is focused on consumer's behaviour, creative strategies, content analysis and the benefits of user-generated content, and their relevance to creating virtual brand communities.

Khalid Jamil (2022) The aim of this study is to explore social media marketing activities (SMMAs) and their impact on consumer intentions (continuance, participate, and purchase). This study also analyzes the mediating roles of social identification and satisfaction.

1.3 Objectives:

The objectives of this study are:

1. To find out if the inhabitants of use SNS (Social Networking Sites) like Instagram and Facebook.
2. To study the awareness level of users about advertising on SNS.
3. To study if the social media users in patronize goods and services on the basis of ads shown in SNS.
4. To identify the perception of people towards the ads shown on SNS.

1.4 Scope of the study:

This study is confined to the consumers awareness towards social media. This study is an attempt to analysis the consumers awareness and towards social media. This study is a micro study. The study covers the respondents from Thoothukudi Corporation alone.

1.5. Sample Design:

To study the consumers awareness towards social media, data are gathered from 150 respondents of which, 70 respondents are male and 80 respondents are female and convenience sampling technique is used for the study to collect primary data.

1.6. Data Collection:

Both primary data and secondary data are employed to achieve the study's goals. The primary data was collected using a well-crafted interview schedule. On the other side, secondary data is gathered through papers, books, journals, and the internet.

1.7. Sample Size:

For the study, samples are selected convenience sampling method; altogether 150 respondents are contacted and interviewed.

1.8. Sampling Technique:

For the purpose of choosing samples, the researcher has used convenience sampling procedures.

1.9. Statistical Tools Applied:

The information gathered through the carefully planned interview schedule was categorized and collated for analysis in accordance with the guidelines established for the purpose of supporting the goals stated while creating the study design. Chi square test is one of the statistical techniques used in the study.

1.10. Chi-square test (χ^2 test)

The χ^2 test is one of the non-parametric tests in statistical work. The quantity χ^2 describes the magnitude of the discrepancy between theory and observation, it is defined as,

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

Where 'O' refers to the observed frequencies and 'E' refers to the expected frequencies. It involves the following steps: Calculate the expected frequencies.

Take the difference between observed frequencies and expected frequencies and obtain the square of their differences i.e., obtain the value of $(O-E)^2$

Divide the value of $(O-E)^2$, obtained in the step (2), by the respective expected frequency and obtain the total $(O-E)^2/E$

This gives the value of χ^2 which can range from zero to infinity. If χ^2 is zero means that the observed and expected frequencies completely coincide. The greater the discrepancy between the observed and expected frequencies the greater shall be the value of χ^2 .

The calculated value of χ^2 is compared with the table value of χ^2 for given degrees of freedom at a certain specified level of significance. If at the stated level (generally 5% level is selected) the calculated value of χ^2 is more than the table value of χ^2 , the differences between the theory and observation is considered to be the significant, i.e., it could not have arisen due to fluctuation of simple sampling. If on the other hand, the calculate value χ^2 is less than the table value the differences between theory and observation is not considered as significant i.e., it is considered to have arisen due to fluctuation of simple sampling and hence ignored.

2. DEMOGRAPHIC PROFILE OF RESPONDENT:

The factors that define a group of individuals, such as age, gender, income, education and marital status, are gathered into a demographic profile of respondents.

Demographic profile of the study

S. No	Particulars	No. of. Respondents	Percentage
1.	Gender:		
	Male	70	47%
	Female	80	53%
2.	Age:		
	Below 20 years	42	28%
	21 – 30 years	63	42%
	31 - 40 years	25	17%
	Above 40 years	20	13%
3.	Marital status:		
	Married	69	46%
	Unmarried	81	54%
4.	Monthly income:		
	Rs. 10,000 – Rs. 20,000	26	17%
	Rs. 20,001 – Rs. 30,000	46	31%
	Rs. 30,001 – Rs. 40,000	30	20%
	Above Rs. 40,001	48	32%
5.	Educational qualification:		
	Primary level	4	3%
	Higher secondary	28	19%
	Graduate	35	23%
	Post graduate	71	47%
	Others	12	8%

Inference:

53% of the respondents are female, and the majority of them are 21 - 30 years old. 54% of the respondents are unmarried. 32% of the respondents monthly income is above Rs20,001. The bulk of respondents have finished their post graduate of education with the percentage of 47%.

2.1 AWARENESS ABOUT SNS (SOCIAL NETWORKING SITES):

As per the table shows the awareness of respondent about SNS (Social Networking Sites).

Awareness about SNS

Gender	Frequency	Fully aware	Highly aware	Moderately Aware	Slightly aware	Not Aware	Total
Male	Count	34	20	12	3	1	70
	% of total	49.27	47.61	37.5	50	100	46.66
Female	Count	35	22	20	3	0	80
	% of total	50.72	52.38	62.5	50	0	53.33
Total	Count	69	42	32	6	1	150
	% of total	46	28	21	4	0.6	100

INTERFERENCE:

The table show the awareness of respondent about SNS. According to the result about 49.27% of male and 50.72% of female are fully aware about social networking sites. About 47.61% of male and 52.38% of female are highly aware about social networking sites. About 37.5% of male or 62.5% of female are moderately aware about social networking sites. The data in above table show that the female Population has an awareness level of social Media more than the male population.

2.2 LOG ON TO SOCIAL NETWORKING SITES:

As per table 6 show the time log on to social networking sites.

Log on to social networking sites

Gender	Frequency	Everyday	Alternate Day	Once in a Week	Once in a Month	Total
Male	Count	34	30	5	1	70
	% of total	45.94	46.15	62.5	33.33	46.66
Female	Count	40	35	3	2	80
	% of total	54.05	53.84	37.5	66.66	53.33
Total	Count	74	65	8	3	150
	% of total	49.33	43.33	5.33	2	100

INTERFERENCE:

The above table shows respondents' timings towards log on to social networking sites. From the table 45.94% of male and 54.05% of female are log on to SNS on everyday basis. About 46.15% of male and 53.84% of female are log on to SNS on alternate day basis. About 62.5% of male and 37.5% of female log on to SNS on once in a week basis. About 33.33% of male and 66.66 % of female log on to SNS on once in a month basis. From the above data it is concluded that female respondents are actively involved in logging on the SNS compared to male respondents.

2.3 INFORMATION SEARCH ON SNS:

As per table show the data of respondent who search information on SNS.

Information search on SNS

Gender	Frequency	Always	Often	Sometime	Rarely	Never	Total
Male	Count	18	29	21	1	1	70
	% of total	48.64	49.15	42.85	50	33.33	46.66
Female	Count	19	30	28	1	2	80
	% of total	51.35	50.84	57.14	50	66.66	53.33
Total	Count	37	59	49	2	3	150
	% of total	24.66	39.33	32.66	1.33	2	100

INTERFERENCE:

From the above table, it describes the data about the respondents who search information on SNS. Among them 48.64% of male respondents and 51.35% of female are always search information on SNS. About 49.15% of male respondents and 50.84% of female respondents are frequently search information on SNS. About 42.85% of male respondents and 57.14 % of female respondents are sometimes search information on SNS. About 50% of male respondents and 50% of female respondents are rarely search information on SNS. About 33.33% of male respondents and 66.66% of female respondents are never search information on SNS. From above data it is clear that females are frequently search information on SNS.

2.4 USE OF SNS (SOCIAL NETWORKING SITES):

As per table 8 show the data of respondent which use SNS.

Use of Social Networking Sites

Social Networking Sites	Frequency	Always	Often	Sometimes	Rarely	Never	Total
Facebook	Count	95	19	20	11	5	150
	% of total	63.33	12.66	13.33	7.33	3.33	100
LinkedIn	Count	63	25	19	28	15	150
	% of total	42	16.66	12.66	18.66	10	100
Instagram	Count	98	20	22	5	5	150
	% of total	65.33	13.33	14.66	3.33	3.33	100
You Tube	Count	96	39	12	2	1	150
	% of total	64	26	8	1.33	0.6	100
Twitter	Count	56	29	36	28	1	150
	% of total	37.33	19.33	24	18.66	0.6	100
WhatsApp	Count	99	35	11	3	2	150
	% of total	66	23.33	7.33	2	1.33	100
Others	Count	43	25	33	23	26	150
	% of total	28.66	16.66	22	15.33	17.33	100

INTERFERENCE:

The table show the data of respondents which social networking sites App use currently. According to the data about 63.33% of respondents use face book always. About 12.66% of respondents use face book frequently. About 13.33% of respondents use face book occasionally as SNS app. About 7.33% of respondents use face book rarely as a SNS app. About 3.33% of respondents never use face book as a SNS app. About 42% of respondents use LinkedIn always. About 16.66% of respondents use LinkedIn frequently. About 12.66% of respondents use LinkedIn occasionally as SNS app. About 18.66% of respondents use LinkedIn rarely as a SNS app. About 10% of respondents never use LinkedIn as a SNS app. About 65.33% of respondents use instagram always. About 13.33% of respondents use instagram frequently. About 14.66% of respondents use instagram occasionally as SNS app. About 3.33% of respondents use Instagram rarely as a SNS app. About 3.33% of respondents never use Instagram as a SNS app. About 64% of respondents use You Tube always. About 26% of respondents use You Tube frequently. About 8% of respondents use YouTube occasionally as SNS app. About 1.33% of respondents use you tube rarely as a SNS app. About 0.66% of respondents never use you tube as a SNS app. About 37.33% of respondents use twitter always. About 19.33% of respondents uses twitter frequently. About 24% of respondents use twitter occasionally as SNS app. About 18.66% of respondents uses twitter rarely as a SNS app. About 0.66% of respondents never use twitter as a SNS app. About 66% of respondents use WhatsApp always. About 23.33% of respondents use WhatsApp frequently. About 7.33% of respondents use WhatsApp occasionally as SNS app. About 2% of respondents use WhatsApp rarely as a SNS app. About 1.33% of respondents never use WhatsApp as a SNS app. About 28.66% of respondents use others app always. About 16.66% of respondents use others app frequently. About 22% of respondents use others app occasionally as SNS app. About 15.33% of respondents use others app rarely as a SNS app. About 17.33% of respondents never use other app as a Social Networking Sites app. The study Conclude that WhatsApp and Instagram are use always by respondents.

2.5 RELATIONSHIP BETWEEN GENDER AND SATISFACTION LEVEL:

To test the relationship following hypothesis is developed.

Null hypothesis (H₀)

There is no significance relationship between the gender and the level of satisfaction.

Alternative hypothesis (H₁)

There is a significant difference between the gender and the level of satisfaction.

Gender and level of satisfaction

Satisfaction	High	Medium	Low	Total
Gender				
Male	36	25	9	70
Female	57	16	7	80
Total	93	41	16	150

$$\begin{aligned}
 \text{Degree of freedom} &= (R-1) (C-1) \\
 &= (2-1) (3-1) \\
 &= (1) (2) \\
 &= 2
 \end{aligned}$$

Table showing the calculation of chi- square

O	E	(O -E) ²	(O -E) ² /E
36	43.4	54.76	1.261
25	19.1	34.81	1.822
9	7.4	2.56	0.345
57	30.4	707.56	23.275
16	21.8	33.64	1.543
7	3.7	10.89	2.943
			31.191

O = Observed frequency

E = Expected frequency

Expected frequency = Row total x column total / Grand Total

Whereas Calculated value = 31.191

The 2 degrees of freedom table value at 5% level of significance is 5.99. Since the calculated value is 31.191, it is dependent of the table value. The null hypothesis is rejected. Therefore, there is significant relationship between gender and level of satisfaction of the respondents.

2.6 RELATIONSHIP BETWEEN AGE GROUP AND SATISFACTION LEVEL:

To test the relationship following hypothesis is developed.

Null hypothesis (H₀)

There is no significance relationship between the age group and the level of satisfaction.

Alternative hypothesis (H₁)

There is a significant difference between the age group and the level of satisfaction.

Age Group and level of satisfaction

Satisfaction	High	Medium	Low	Total
Age Group				
Below 20	21	11	10	42
21 -30	32	25	6	63
31 -40	15	5	5	25
Above 41	16	2	2	20
Total	84	43	23	150

$$\begin{aligned}
 \text{Degree of freedom} &= (R-1) (C-1) \\
 &= (4-1) (3-1) \\
 &= (3) (2) \\
 &= 6
 \end{aligned}$$

Table showing the calculation of chi- square

O	O -E	(O-E) ²	(O-E) ² /E
21	23.52	6.3504	0.27
11	12.04	1.0816	0.089
10	6.44	12.6736	1.967
32	35.28	10.7584	0.304
25	18.06	48.1636	2.666
6	9.66	13.3956	1.386
15	14	1	0.071
5	7.16	4.6656	0.651

5	3.83	1.3689	0.357
16	11.2	23.04	2.057
2	5.73	13.9129	2.428
2	3.06	1.1236	0.367
			12.619

O = Observed frequency

E = Expected frequency

Expected frequency = Row total x column total/ Grand Total

Whereas Calculated value =12.619

The 6 degrees of freedom table value at 5% level of significance is 12.592. Since the calculated value is 12.619, it is dependent of the table value. The null hypothesis is rejected. Therefore, there is significant relationship between age group and level of satisfaction of the respondents.

2.7 RELATIONSHIP BETWEEN EDUCATION LEVEL AND SATISFACTION LEVEL:

To test the relationship following hypothesis is developed.

Null hypothesis (H₀)

There is no significance relationship between the education level and the level of satisfaction.

Alternative hypothesis (H₁)

There is a significant difference between the education level and the level of satisfaction.

Education level and level of satisfaction

Satisfaction	High	Medium	Low	Total
Education level				
Primary	2	1	1	4
Higher Secondary	15	7	6	28
Graduate	23	9	3	35
Post Graduate	61	9	1	71
Others	5	4	3	12
Total	106	30	14	150

Degree of freedom = (R-1) (C-1)

= (5-1) (3-1)

= (4) (2)

=8

Table showing the calculation of chi- square

O	E	(O - E) ²	(O - E) ² /E
2	2.826667	0.683378	0.241
1	0.8	0.04	0.05
1	0.373333	0.392711	1.051
15	19.78667	22.91218	1.157
7	5.6	1.96	0.35
6	2.613333	11.46951	4.388
23	24.73333	3.004444	0.121
9	7	4	0.571
3	3.266667	0.071111	0.021
61	50.17333	117.2167	2.336
9	14.2	27.04	1.904
1	6.626667	31.65938	4.777
5	8.48	12.1104	1.428
4	2.4	2.56	1.066
3	1.12	3.5344	3.155
			22.623

O = Observed frequency

E = Expected frequency

Expected frequency = Row total x column total/ Grand Total

Whereas Calculated value =22.623

The 6 degree of freedom table value at 8% level of significance is 15.507. Since the calculated value is 22.623, it is dependent of the table value. The null hypothesis is rejected. Therefore, there is significant relationship between education level and level of satisfaction of the respondents.

2.8 RELATIONSHIP BETWEEN SOCIAL MEDIA AND SATISFACTION LEVEL

To test the relationship following hypothesis is developed.

Null hypothesis (H₀)

There is no significance relationship between the social media and the level of satisfaction.

Alternative hypothesis (H₁)

There is a significant difference between the social media and the level of satisfaction.

Social media and level of satisfaction

Particular	HS	S	NO	DS	HDS	Total
Facebook	47	35	34	14	20	150
LinkedIn	56	47	26	11	10	150
Instagram	75	33	20	10	12	150
You Tube	68	49	19	10	4	150
Twitter	55	48	25	11	11	150
WhatsApp	70	26	25	20	9	150
Others	41	35	35	29	10	150
Total	412	273	184	105	76	1050

Degree of freedom = (R-1) (C-1)

= (6-1) (5-1)

= (5) (4)

=20

TABLE SHOWING THE CALCULATION OF CHI- SQUARE

O	E	(O - E) ²	(O - E) ² /E
47	58.85	140.42	2.386
56	58.85	8.1225	0.13802
75	58.85	260.823	4.43199
68	58.85	83.7225	1.42264
55	58.85	14.8225	0.25187
70	58.85	124.323	2.11253
35	39	16	0.41026
47	39	64	1.64103
33	39	36	0.92308
49	39	100	2.5641
48	39	81	2.07692
26	39	169	4.33333
34	26.28	59.5984	2.26782
26	26.28	0.0784	0.00298
20	26.28	39.4384	1.5007
19	26.28	52.9984	2.01668
25	26.28	1.6384	0.06234
25	26.28	1.6384	0.06234
14	15	1	0.06667
11	15	16	1.06667

10	15	25	1.66667
10	15	25	1.66667
11	15	16	1.06667
20	15	25	1.66667
20	10.85	83.7225	7.71636
10	10.85	0.7225	0.06659
12	10.85	1.3225	0.12189
4	10.85	46.9225	4.32465
11	10.85	0.0225	0.00207
9	10.85	3.4225	0.31544
			48.3518

O = Observed frequency

E = Expected frequency

Expected frequency = Row total x column total/ Grand Total

Whereas Calculated value = 48.3518

The 20 degrees of freedom table value at 5% level of significance is 31.410. Since the calculated value is 48.3518 the calculated chi square is more than the table value of 5% level of significance. Hence it is rejected. There is significant relationship between Washing Soap and the level of overall satisfaction.

3. MAJOR FINDINGS:

It is understood that most of the respondents (53%) are female.

It is clear from the study that majority of the respondents (42%) have come under the age group of 21- 30.

It is evident from the study that most of the respondents(54%) are unmarried.

It is understood that most of the respondents (32%) are having the monthly income above Rs. 20,000.

It is clear that most of the respondents (47%) are post graduates.

50.72% of female are fully aware about social networking sites.

54.05% of female are log on to SNS on everyday basis.

50.84% of female are frequently search information on SNS.

About 66% of respondents use WhatsApp always.

It is understood that there is significant relationship between gender and level of satisfaction of the respondents.

It is understood that there is significant relationship between age group and level of satisfaction of the respondents.

It is understood that there is significant relationship between education level and level of satisfaction of the respondents.

It is understood that there is significant relationship between social media and the level of overall satisfaction.

4. CONCLUSION:

The findings show that regular marketing activity on social media platforms has great potential to influence customers and raise brand recognition. The objective of this study was to assess the degree to which brand activities and marketing efforts on social media networks contribute to brand awareness. Regular engagement helps a brand become more deeply ingrained in customers' minds. Because most customers can recall the brand, it becomes more easily identifiable, which may in turn enhance sales volume. This is especially important during online purchases, since most customers rely on brand recall when making decisions. It is evident that consistent social media presence significantly raises customer awareness and strengthens a brand's standing with its audience.

This study makes clear that companies can achieve a state of "unaided" brand recall among customers through effective social media marketing. It was observed that respondents most frequently use WhatsApp and Instagram when seeking information, while platforms like LinkedIn show more specialized or limited usage patterns. Overall, the majority of respondents rely significantly on mainstream social networking sites such as Facebook, Instagram, and YouTube.

These results suggest that understanding which social media platforms are popular among a company's target audience is essential to the success of its marketing campaigns. Businesses can maximize their marketing strategies by concentrating on the platforms their target audience uses most frequently, since different platforms attract different user demographics. This insight enables more accurate targeting, ensuring that promotional content reaches the intended audience while improving engagement, conversion rates, and overall brand exposure. Ultimately, online advertising proves far more effective when it aligns with the target market's social media habits.

In addition, the usefulness and informational value of social media content play a crucial role in enhancing customer awareness of goods and services. When such content offers relevant, practical information that improves customers' everyday lives, it strengthens their relationship with the brand. This highlights the importance for managers of incorporating elements that address customer needs and enrich their overall experience, rather than focusing solely on promotional content. By fostering more informed and satisfied consumers, businesses can build deeper connections, boost consumer trust, and

ultimately improve business outcomes..

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